

East Hollywood Business Improvement District

BOARD MEETING MINUTES

Tuesday, July 8, 2014

3:30 PM

Governors Attending: Jeff Zarrinnam, chair; Gaughen, Shield, Tashjian, Zaman.

Staff: Shahenian

Guests: Faye Altobar, Visionary Youth Center (VYC); Rei Bailey, Andrews International Security; Scott Campbell, GO! Goldman Organization (via phone); Robert Hernandez, VYC; Patrick Jurado, Childrens Hospital Los Angeles; Alex Larson, Kaiser Permanente; Jeff Miele, LA/HBT; Aram Tslagyan, CD-13;

I) Call to Order

Zarrinnam called the conference call meeting to order at 3:30 pm. The group members in attendance made self-introductions.

II) Public Comment

Robert Hernandez and Faye Altobar of the Visionary Youth Center discussed an upcoming USC MSW program Community Immersion Study that will be conducted in late August. They asked that Board members participate with the USC Students as part of the immersion study.

III) 4900 Blvd. Project Discussion

Campbell updated the Board on the 4900 Boulevard project development. The proposed project would bring 200 residential units to East Hollywood and would include 40 low income units; 14,104 square feet of ground-level commercial space, and 344 parking spaces.

The board discussed the need for security at the proposed development and desire for increased affordable housing component. The group encouraged the developers to consider shared residential/public parking and recommended that the retail component be a neighborhood serving market.

Motion by Gaughen, seconded by Tashjian to draft letter of conceptual support for a residential project at 4900 Hollywood Blvd. and outlining the Board's concerns regarding the project as discussed.

Motion carried.

IV) Approval of May 30, 2014 Meeting Minutes

Motion by Gaughen, seconded by Shield to approve the May 30, 2014 Board Minutes.

Motion carried.

- V) June Financial Report
Shahenian reviewed the BID financial report for June. It was noted that the BID had a beginning balance of \$115,965.93 and an ending balance of \$112,970.73.
- VI) Historic Route 66 BID Update
Zarrinnam updated the group on the status of the Historic Route 66 BID formation. He noted that area property owners will need to raise \$25,000 towards the creation of the BIDs Management District Plan. The BID will consist of 195 parcels between Santa Monica and Vine. CD-13 has agreed to contribute \$40,000 in matching funds towards the establishment of the BID.
- Zarrinnam also discussed efforts to create a Hollywood and Western BID on Hollywood Blvd between Edgemont and the 101 Freeway.
- VII) Placard Abuse Discussion
Zarriannam discussed a community campaign to end handicap placard abuse at parking meters. No position was taken on the item.
- VIII) EBID Security Committee Update
Shahenian briefed the group on an earlier meeting of the EBID Security Subcommittee. It was noted that a pilot security program for the area would cost \$500,000 and that the hospitals alone could not contribute the entire amount. Additional fundraising would require a community-wide fundraising effort.
- Zarrinnam and Tashjian agreed to co-chair the Security Committee going forward.
- IX) CD-13 Update
Taslagyan discussed efforts of the Barnesdall Park homeless coalition to install security gates at the Park and noted that LAHSA is involved in the discussions. He also noted that 20 trash bins have been provided to East Hollywood through the Council District.
- X) Cleaning Contract Update
Miele discussed the LA/HBT cleaning efforts and noted that 571 trash bags were pulled by crews in June. It was requested that power washing be done in front of the Payless at Vermont and Santa Monica.
- XI) Next Meeting Date
The next meeting of the EBID was scheduled for Tuesday, August 12th at 3:30 pm at the Lombardi House (1717 Bronson).
- XII) Adjournment

The meeting was adjourned at 5:26 pm.

Respectfully Submitted,

A handwritten signature in dark blue ink, reading "Nicole Shahenian". The script is fluid and cursive, with a prominent initial "N" and a trailing flourish at the end of the name.

Nicole Shahenian
Executive Director